

Overcoming Objections

I'm so busy right now...

Jane, I understand because I'm busy too. That's one reason I asked you because busy people get the most done in the least amount of time. What if we did our appointment on _____ (suggest a day and time)? (If she still says no.) Jane why don't we go ahead and do a 15-minute appointment. That way it won't take up very much time and yet you'd still be helping me out? What day would be best for you, Monday or Wednesday? During the day or evening?

I can't afford to buy anything right now...

That's OK Sue; I just need _____ opinions of the product in the next 2 weeks. You're under no obligation to buy. Would you prefer, Monday or Wednesday? Daytime or evening?

I tried Mary Kay before, and it broke my face out...

Jane, I can understand why you'd be apprehensive to try it again. How long has it been since you've tried it? Our company is always coming out with new formulations that even the most sensitive skin can use. Less than 2% of the population can't use our product, so I'll bet we could find the right formulas for you especially since the new product TIMEWISE came out.

I don't use makeup...

Sue, that's OK because right now, I just need as much practice as I can get. The fact that you don't use makeup will make it easier for me because you won't know if I mess up or not (say with a smile and a laugh). Plus, I know you wash your face and you will be able to tell me what you think of our award winning TimeWise. Would you prefer Mon. or Wed.?

My friends don't have any money. I'd like to wait a while until I know that they have a little more money to spend...

Jane, I hear what you're saying. However, in order to reach my challenge, I have to get these practice faces and classes in. When your friends come, if there are things they'd like to have, I will give them some options to receive some free products at the end of the class. So, would it be better on Mon. or Wed.?

My friends are all "partied" out. Let's wait a few months until we do this so that I don't bug them about coming to another "party"...

Oh, Sue, I understand what you mean. I feel like I'm always getting invited to come to someone's demonstration. However, what if you invited maybe your next-door neighbor and/or people that you wouldn't normally invite? That way it would give all of you a chance to get together, you would get some free product, and you'd be helping me complete my challenge by the due date?

My house isn't big enough/clean enough/finished, etc....

Jane, let's have it at my home (or one of her friends houses). That way you don't have to worry about cleaning your house up and it can literally be a girl's night out. Maybe afterwards, you and your friends can go to dinner or get a dessert with your "new looks."

I will help you out, but let's wait for about 2 months because right now, I am so crazy...

Sue, I knew that you were busy before I asked you and I know how time efficient you are. Unfortunately, my challenge has to be done in the next 2 weeks and if you could help me with my challenge, I will make it worth your while – what free thing would it take for you to help me out?

Let's wait until after the upcoming holiday because I don't think people will want to come...

Oh Jane, that's why we need to do it now. I have some fabulous looks for the upcoming holiday that I know your friends would love. When I call them to ask them some questions about their skin (pre-profiling), then I'll ask them what outfit they plan on wearing for the upcoming holiday. Even if they aren't sure, we've got some great looks that can be worn with almost anything. So would it be better to do it on Mon. or Wed.?

I don't know anybody to invite...

Well, Jane, let's brainstorm. What about your neighbors? Coworkers? Relatives? Kid's friend's moms? Church members? Who do you know that needs help with their makeup or who needs a girls' night/day out? (Keep going until she starts thinking of people--this is very effective in helping them come up with people for a class.

I can't do it at the times you have open...

-Well, Sue, I do have one optional day and that's _____ for my clients who absolutely can't come on the other days. Would it be best to do it on this day in the morning or afternoon?

I'll have to check with my friends about their schedules first before I give you a definite time...

Jane, since I have to have 8 booked by tonight so I can call my director back and get my prize, let's go ahead and set up a tentative time. If it doesn't work, then you can call me back and we will reschedule it. Can you check with your friends by tomorrow or the next day and let me know if it's not going work by _____?

I use Clinique, Estee Lauder, etc and I don't want to switch products. I'm very happy with what I'm using and I probably wouldn't buy anything...

That's OK, Sue. You'll be a great person to tell me what you think of our products in comparison to what you are already using. It will also be great practice for me. So, would you prefer Mon. or Wed.?

Mary Kay is way too expensive and I would never buy it and I don't want you to waste your time...

Jane, I appreciate you "warning" me a head of time. However, your opinion of the product is very important to me and it will be great practice for me. Also, I will have a gift for you just for helping me out.